



# COPYWRITING



Quenta  
No more darkness

MOHAMED GUDA

# Copywriting!

“Don't copy writers, Become a copywriter!”

*“Copywriting does not just concern writing: it is about reaching into the hearts and minds of a marketplace through building bridges between what you market and what your consumer needs!”*

(Jonathan Gabay – Gabay’s Copywriters’ Compendium)

# What is Copywriting?

**Copywriting is the act of writing copy (text) for the purpose of advertising or marketing a product, business, person, opinion or idea.**



## Copywriting Vs. A Copyright!



NO ONE SEEMS TO KNOW.

 ExpressWriters



# The goal of copywriting is...

- To create content that reads easily, while simultaneously being persuasive and informative.
- The point of good copy is to get your words read—and remembered.
- Every element of copy has just one purpose — to get that first sentence read.

## Before you get started!

- Who is your target audience?
- What are your key messages?

# Who is your target audience?

- \* Figure out what perspective you're speaking from first.
- \* Research who your target audience is.
- \* Talk to your specific audience in a language they understand.





# What's your key message?

## \* ***Ask questions (of your client/yourself) :***

- What is the end result that you would like to obtain?
- What call to action are you making?
- Do you want to inform or are you trying to get the reader to do something?
- What is the one piece of information that you would like the reader to take away from it?

## Common Mistakes:

- \* Speaking to customers as you would to those in your business – assuming that they have knowledge that they may not have.
- \* Assuming that people will inherently understand what the benefits are instead of explaining how your product or service will help them.

# Great Headlines!

- Purpose of a headline.
- How to grab a reader's attention.
- The Four U's of headlines.
- Tips for successful headlines.

# Purpose of a Headline:

*Your headline is the first, and sometimes only, impression that you make on a reader. A fantastic headline can convey your message to its' audience, yet also draw the reader into your body text.*

- Get attention.
- Deliver a complete message.
- Draw the reader into the body copy.

## Tips for successful headlines

- › Keep it simple and understandable
- › Make an intriguing promise, irresistible to its' target audience, that can only be fulfilled by reading the copy
- › Target it to a specific audience

## Reader's attention!

- Go after their self-interest.
- Offer them something new.
- Try to arouse their curiosity.

**Are you a nacho, a tomato or a string bean?  
New research reveals the 7 different shapes  
of modern man**

## The Four U's!

- Make your headlines USEFUL to the reader.
- Provide them with a sense of URGENCY.
- Show that what you're offering is in some way UNIQUE.
- Aim all of the above at a target audience in an ULTRA SPECIFIC way.

# SEO & Copywriting!



## Must have !

- Know your key message.
- Know your audience.
- Create a structure built around a few key messages (or just one!).
- Connect to a need.



# Must have!

- Present and solve a problem – if you start by reminding people of what problems they face, they are often more receptive to the solutions that you offer.
- Give testimonials – backs up your claims.
- Show what your benefits are and use features to back them up.

## After you've finished writing...

- Profread, prufread, proofread!
- Check spelling and grammar – nothing looks more unprofessional than incorrect grammar!
- Check the length – make sure that you haven't needlessly repeated the same ideas over and over!
- Check your formatting –make sure that it's easy on the eye!
- Get someone else to read it and read it out loud!

## In summary...

- Know your audience.
- Know what your message is.
- Sell benefits, not features.
- Make sure that what you have written is accurate.
- Keep the reader interested and you will persuade them!

# Questions?

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*Thank YOU*